



# **GRADUAL RENEWAL IN THE KITE**

**£1.00**

# Contents

---

Introduction	Page 1
1. Role of the Kite in the City and the Region	Page 4
2. Development Principles	Page 7
3. Survey of the Existing Main Commercial Properties	Page 8
THE KITE: Its People, Work & Place	Page 15
4. Analysis	Page 27
1. Shopping	Page 30
2. Offices & Civic Buildings	Page 31
3. Industry & Warehousing	Page 33
4. Housing	Page 36
5. Traffic & People	Page 39
6. Amenities & Organisations	Page 42
7. Conservation	Page 45
5. Application of Principles	Page 49
6. Recommendations and Conclusions	Page 50
7. Glossary	Page 51
Existing Property Map in the CDA	Page 52
8. Acknowledgements	



"To approach a city, or even a city neighbourhood, as if it were a larger architectural problem, capable of being given order by converting it into a disciplined work of art, is to make the mistake of substituting art for life.

The results of such profound confusion... are neither life nor art. They are taxidermy. In its place, taxidermy can be a useful and decent craft. However, it goes too far when the specimens put on display are exhibitions of dead, stuffed cities."

'The Death & Life of Great American Cities.  
The Failure of Town Planning' Jane Jacobs.



# Introduction

## WHY ANOTHER REPORT NOW?

The Council is to make a decision on the Fitzroy/Burleigh Comprehensive Redevelopment in April 1976, with financial figures available for the first time. The Developer's proposal is for a massive, regional shopping centre in one building, 3½ times the length of King's College Chapel and 6 times the size of the Lion Yard. With comprehensive schemes going bankrupt, or heavily loading the rates and being disliked for their inhuman scale and impersonal service - Kite Community Action proposes before this decision is made, an alternative.

## LOCATION

The Kite is that area of central Cambridge, bounded by Emmanuel Road, Maids Causeway, Newmarket Road, East Road, Parkside and Parker Street. The Kite is a 1968 nickname derived from the shape of these perimeter streets.

Fitzroy and Burleigh Streets are the main shopping streets across the heart of the Kite.

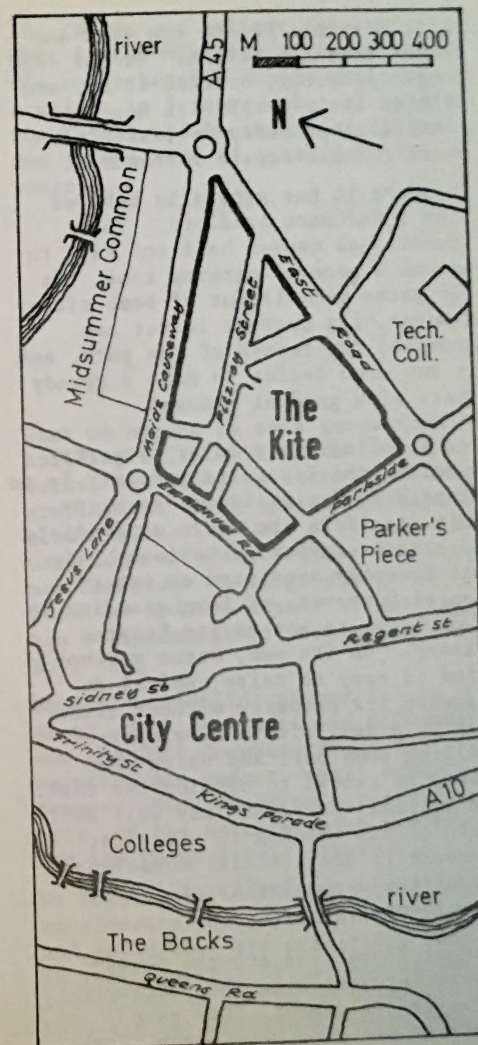
## HISTORICAL BACKGROUND

For reasons of space we refer the reader to the local collection in the Cambridge City Library, to "The Kite" display sheet and guide by H. Bosanquet from Cockayne Press, 1 Jesus Terrace, to the report by Bernard Greaves, and to the City Architect's report 'Cambridge Townscape - An Analysis'.

## INTERESTED PARTIES

### Participants, Owners and Agents of the People.

The Cambridge Council aided and abetted by its planners, the County, and the Minister have seen the Kite as a safety valve to relieve commercial pressure on the rest of the centre. The Council views the Kite as an area in which to buy residential property at clearance value, and in which to use comprehensive powers to create a magnet. The Council sees this magnet drawing regional shoppers in great numbers to make Cambridge a wealthy town. The Council has used classic redevelopment measures for the last twenty years, and consequently a





e refer the  
 llection in  
 rary, to "The  
 d guide by  
 ayne Press,  
 e report by  
 o the City  
 mbridge  
 s'.

and Agents of

aided and  
 s, the County,  
 seen the Kite  
 believe com-  
 e rest of the  
 iews the Kite  
 buy residen-  
 ance value,  
 mprehensive  
 net. The  
 et drawing  
 great numbers  
 ealthy town.  
 classic re-  
 for the last  
 esequently a





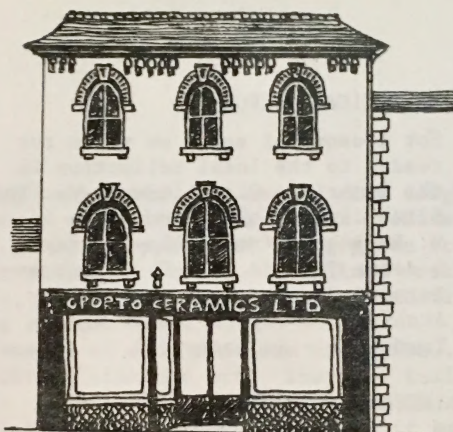
major part has become run down due to the planning blight. It has bought property, bricked it up, and allowed it to decay. It has let commercial property on leases too short to make repair worthwhile.

In short it has generally behaved like a Rachmann landlord. The Council has caused half the Kite to become a general parking zone, its car parks reminiscent of bomb sites. However, its present leader has promised the return of the park, and it may even decide to make a speedy start with gradual renewal.

Jesus College is a major property owner in the Kite. Its property is to be used to derive income to maintain itself in the style appropriate to a major Cambridge College. It has recently appointed an experienced Surveyor, of long standing in Cambridge, to act as its Estates Bursar. On its own, Jesus may not find it easy to raise capital to develop its property without either making a deal with a developer or selling some part and using the money so raised to develop the rest. We believe that Jesus may well sell much of its holding in the Kite, because it has a social conscience about the unpopularity of its involvement.

Samuel Properties are the developers interested in the comprehensive redevelopment. They have outline planning permission. They

have to produce acceptable financial terms in April 1976, which will not bankrupt the City.



The Cambridge Co-operative Society is another major property owner in the Kite. The Co-op is a non-profit making organisation, of noble principles, run by the people for the people. It has not been a party to the tripartite commercial deal between Samuel Properties, Jesus College and the City, but it has supported, for business reasons, the comprehensive scheme. It must believe it can compete with John Lewis, Boots, Waitrose and other national multiples. It would in our opinion need a major shake-up to be successful.

Kite Community Action is a group largely of Cambridge people, who wish the Kite to be gradually revitalised, primarily as a district shopping and residential area, rather than comprehensively developed as a regional shopping centre. KCA has representation from the Fitzroy Burleigh Small Traders' Association, from residents, business and professional people and from all three political parties.

#### THE REPORT

Kite Community Action has produced this report now, for the following reasons:

1. We believe the scale and means of our proposals (as summarised in Chapter 2 - Development Principles) to be appropriate both for the Kite and for Cambridge. All over Britain, Council and public opinion is reacting against vast comprehensive schemes.
2. The financial arrangements to be discussed by the City Council and Jesus College with Samuel Properties in April 1976 are likely to be unacceptable. Spiralling building costs and interest rates make the comprehensive approach ever less likely without a large rate burden.
3. We feel that an urgent start must be made on the renewal of the Kite which has been blighted for





too long. It is vital that the decision to start the gradual renewal be made now, and that the developers are not allowed extensions of time in which they can keep all their options open, until they finally decide whether or not Cambridge can be milked of sufficient profits.

4. The comprehensive approach is inflexible. But gradual renewal can be tailored to suit changing needs.

5. We need to avoid a vast marketing complex sitting astride our streets and turning its backside on the Kite homes.

6. We need control over our environment and the scale of rebuilding.

7. We need the services offered by the local traders.

8. We need a broad mix of shops, houses, restaurants and business appropriate to Cambridge.

9. We do not need a slice of Birmingham or London.

10. We need to maintain the existing community. Gradual renewal allows the community to flourish. Comprehensive redevelopment kills it stone dead for others' financial gain.

11. We cannot tolerate the car and service vehicle congestion and pollution which a large comprehensive scheme would entail.

12. We do not believe the statement in the Minister's report that the comprehensive scheme would be complete in 5 years. In our opinion the Kite would be in noise, filth and turmoil for at least 8 to 10 years.

What we oppose is this gargantuan building which would slam itself across the existing street pattern, erasing the human and recognisable elements that a small city such as Cambridge offers. Neither the Kite nor Cambridge is large enough to stand an updated repeat of Nottingham's Broadmarsh or Birmingham's Bull Ring.

Some of our buildings are fairly grand, such as Laurie and McConnal and the 1868 Co-operative. The majority are modest, small businesses, often based on a residential unit, of the sort in which Heffers and the Co-op itself started.

We require for our community slow, considerate change in which scale and enclosures are preserved, and in which variety of use and style are valued as a sign of vitality. This can be achieved by using our guidelines. (See Chapter 2)



# Role of the Kite in the City and the Region

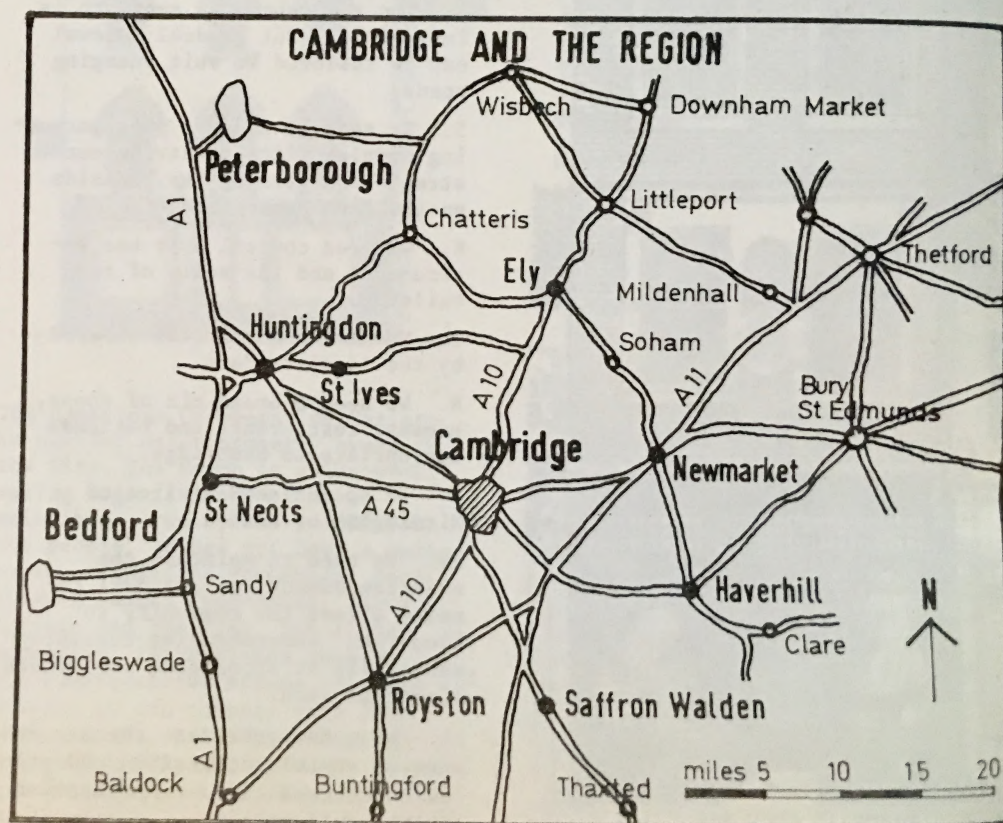
This chapter argues that although the Kite serves a wide area of population in the city and surrounding region, its heart should not be destroyed or exploited in the interests of the region as a whole.

## THE KITE AS A NEIGHBOURHOOD

The Kite is a self-contained neighbourhood within Cambridge. A man can be born, live, go to school and to church, work, shop, relax in pubs, cafes, restaurants, even his funeral can be arranged locally!

Physically, the Kite is an area of closely-packed terraced housing enclosing 2 main shopping streets, a few extensive public buildings, an attractive 1830s square (with its green at present sadly covered with concrete and maintained by the City Council as a car park), an industrial zone and a legacy of blighted land. Inevitably the blight has brought unmended roads, bricked-up houses and vacant lots attracting rubbish and abandoned vehicles.

Socially, the Kite is a thriving local community of old and young, established and newly-arrived residents who appreciate living adjacent to the city centre.





We believe that the Kite should continue to be a mixed and lively neighbourhood in the inner city, and that problems of parking and dereliction must be overcome.

#### THE KITE AS PART OF CAMBRIDGE

The Kite is integral to the city of Cambridge. Its businesses offer employment, its school draws in pupils, its fire and police stations provide protection. Students at the nearby technical college find accommodation here. We think that the Kite could provide for more of the City's housing needs if only some of the vacant plots were used for the accommodation of special groups, for example for single people.

Most importantly, its shopping centre provides a range of services which complements the city centre itself. The furniture shops, DIY shops, department stores, hardware shops and restaurants draw custom from all over the city. We accept this and agree that the shopping centre should continue to cater for the needs of Cambridge residents in this way. But it is important to emphasise that Fitzroy and Burleigh Streets are only one of Cambridge's shopping areas. The city centre is the largest, Mill Road has two district shopping centres; one serving Romsey, the other St. Matthews, and there are various local parades of shops. Recently,

with the growth of suburban discount stores, the Coldham's Lane area has developed several drive-in shops — the Beehive and Sainsburys for food, and the Coral Park estate for hardware. More furniture and hardware shops are expected in that area in the near future.



THE KITE IN THE CITY AND THE REGION

Shopping and Services. People come from far and near to shop in the Kite; from Cambridge itself, from the surrounding villages and

even from the market towns of Huntingdon, St. Ives, Ely, Newmarket, Royston and St. Neots. We accept and welcome the fact that people come from such a wide area both for their special shopping needs and for good value. We do not believe that the massive proposed shopping centre will improve the region's shopping opportunities. There are two main reasons. Firstly, the specialist shops, services and restaurants in the Kite will disappear and be replaced by national multiples already found in Cambridge or in the surrounding towns. Secondly, the market towns in the region, though smaller, have important shopping centres from which the Kite redevelopment scheme would greatly detract. The Regional Study for East Anglia, published last year, supports our view that market towns such as Ely need to be strengthened if local services are not to decline. It seems to us that the planners responsible for the Kite scheme expect people in future to travel longer and longer distances to shop in bigger and bigger shopping centres. We do not support this view. Our planners must consider both energy conservation and the provision of shops for those 40% of people without the use of a car. They must further consider that only 22% of the population at one given time has access to a car.



Our first example is food shopping. The villages and towns around Cambridge have their own supermarkets, grocers and small shops. For those with their own cars there are edge-of-town, drive-in supermarkets at Sainsburys and the expanding Beehive centre in Coldham's Lane. A further superstore is planned by Tesco at Bar Hill, a modern village outside Cambridge. These sites are better suited to the car than is the city centre.

Our second example is clothes shops. The market towns in the region are well served with good clothes shops, whilst any new development inevitably fills with the same fashion and shoe shops. The Kite also has its small clothes shops, 11 out of the 82 shops at the time of our survey. Also Cambridge's city centre has a variety of clothes shops and department stores in Petty Cury, Sidney Street and St. Andrews Street.

Our third example is one which has been much talked about, namely the specialist shop which serves the region.

What part should the Kite play? We believe that people should be encouraged to support their local market towns where traffic can be more easily accommodated. Many of these towns, Huntingdon, St. Neots, Newmarket and Royston have plans for improving their own shopping

facilities and we would not want the Kite redevelopment to jeopardise their plans.

While some growth in shopping must be expected after the present economic depression, this will certainly be less than the planners at the Guildhall are claiming. We think this need can be met by improvement and relatively little expansion of existing shopping centres, in towns and villages throughout the region where a large growth in population is expected.

What can you buy in the Kite and nowhere else?

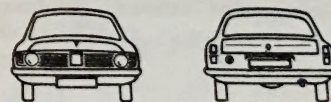
At the moment the Kite has various specialist shops and restaurants which people come a long way to visit. Yet if the redevelopment took place, most of these firms would have to move out of the area and would be replaced by the faceless multiples.

The other sort of shop for which a need exists is the large discount store selling electrical goods or furniture. Increasingly these businesses are moving out of the centres to suburban sites such as the Coral Park estate on Coldham's Lane.

Our conclusion is that neither the Kite nor the region needs a massive new shopping centre, but that the solution should be a modest improve-

ment to the Kite and a strengthening of the market towns around Cambridge. Already the trend has begun with the Tesco super store at Bar Hill outside Cambridge.

Parking. The other aspect of the Kite which concerns us here is that it has become a regional parking zone for the centre of Cambridge. Parking is dealt with later in the report, but we should note here that because of lax parking controls, a conflict has emerged between local residents' parking needs, shoppers' parking problems and the demands of the commuter who drives into the city to work and leaves his car all day on our streets or in a free car park like Gold Street.



Any solution to the Kite's parking problem must be a solution to the whole question of transport in Cambridge. We do not believe that building roads and multi-storey car parks would solve this problem. It would involve further destruction of the city we love.



# Development Principles

---

- The blight must be lifted immediately.
- Redevelopment is to be by gradual renewal.
- District shopping and local traders are to remain an essential part of the scene. They are not to be displaced by national stores.
- Houses are not to be destroyed; gradual renewal must make good housing losses already sustained.
- New Square is to be properly landscaped and returned to public open space.
- The local amenities, essential to the Kite must be retained and encouraged: churches, pubs, meeting rooms, art centre, drama centres, community college, dancing facilities, dental, medical and other professional practices.
- Through traffic is to be eliminated.
- Car parking is to be rationalised; commuter parking is to be eliminated.
- Rear servicing where practical is to be arranged.
- Fitzroy and Burleigh Streets are to be paved over, with motor vehicles having access only.
- There must be a local plan policy, including a limit to commercial growth of 10%.
- Scale and character are not to be exchanged for unsympathetic building.

# Survey of the Existing Main Commercial Properties

As a basis for gradual renewal we undertook a brief, external survey in November 1975 of the condition of the buildings on these streets.

On the following pages we report our findings, by taking each section of the street in turn, starting at New Square.

Recent improvements to Waffles and Potters Products, buildings which once looked close to the end of their life-span, show what a good atmosphere can be made using our old Kite buildings.

An external survey is not adequate to detect fundamental improvements to the inside of the buildings. For example, Townsends of Burleigh Street have reconstructed the back and upper storey of their premises. They await the lifting of the blight to complete the renewal of the shop.

In this way almost any building can be rescued with imagination, care and finance.

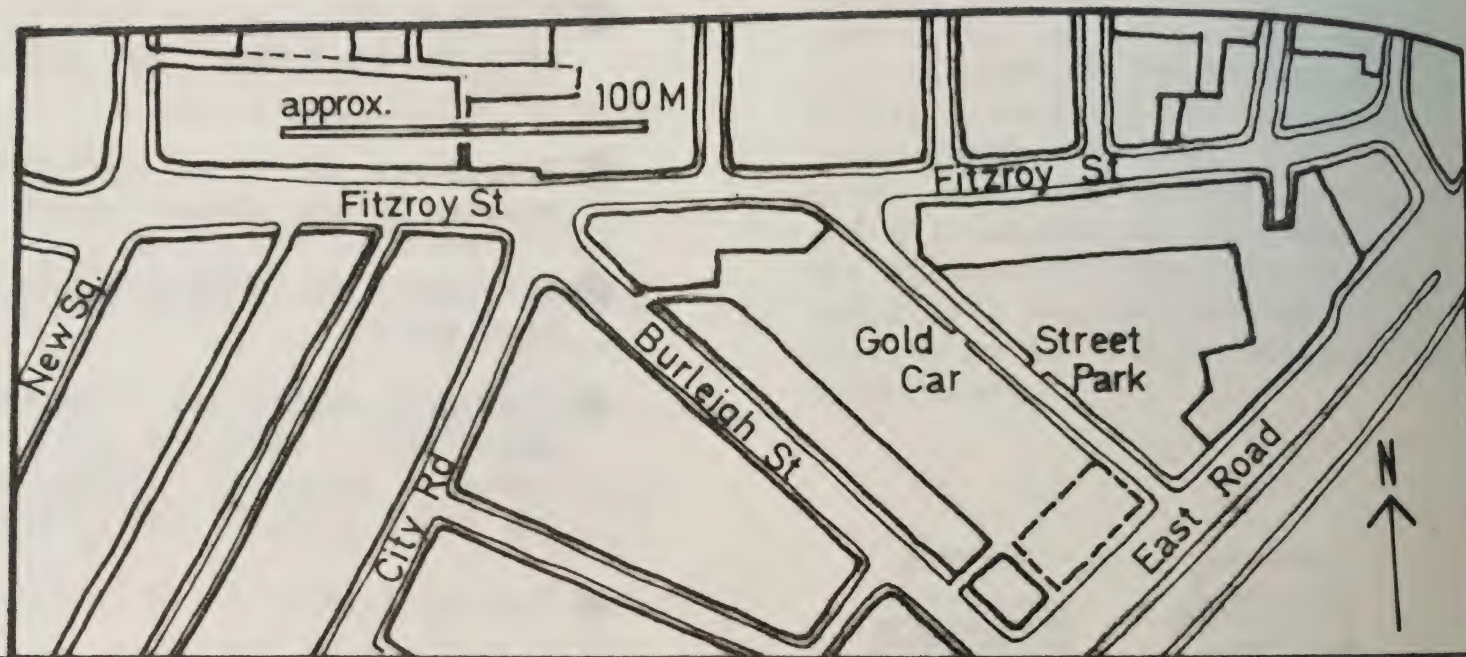


Our overall conclusion was that most of the street scene could and should be conserved or gradually renewed, but that a priority for action was the part of Fitzroy Street around the "Old English Gentleman" which is mainly owned and already cleared by the City Council.

## KEY TO THE FOLLOWING SURVEY

Grade 1	
Grade 2	
Grade 3	
Building of outstanding Character	





Our overall conclusion was that most of the street scene could and should be conserved or gradually renewed, but that a priority for action was the part of Fitzroy Street around the "Old English Gentleman" which is mainly owned and already cleared by the City Council.

#### KEY TO THE FOLLOWING SURVEY

Grade 1



Grade 2



Grade 3



Building of outstanding  
Character



Tex  
Gra  
20t  
Cer  
2-s  
bui  
wit  
goo  
re  
sh  
New

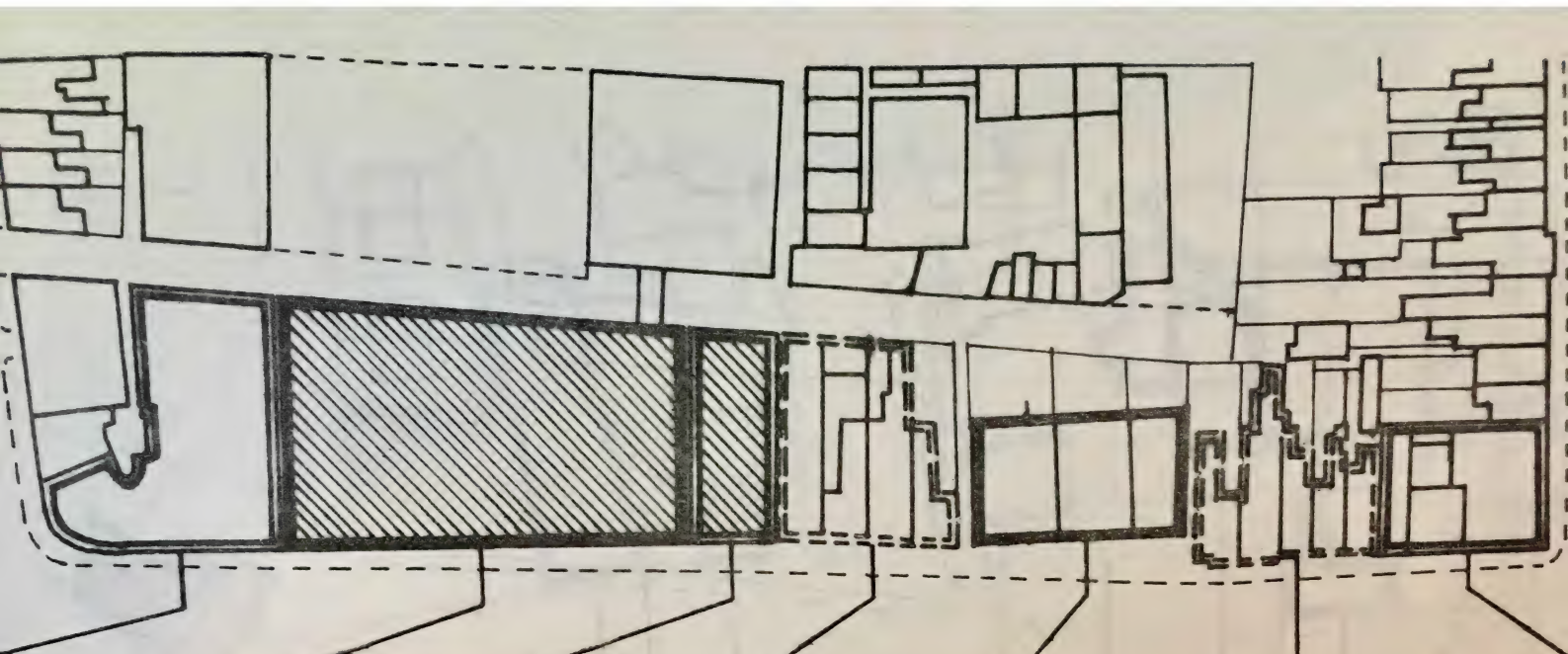
CO



<u>Texas DIY</u>	<u>Laurie McConnal</u>	<u>Peak's</u>	<u>Dixon</u>	<u>Tesco</u>	<u>Hoover</u>	<u>Morley's</u>	<u>DIY</u>	<u>Scurfield's</u>
Grade 2/3	Grade 1	Grade 2	<u>McLennan</u>	<u>NatWest.</u>	<u>Centre</u>	Grade 2	<u>Renmodels</u>	<u>Wholesale</u>
20th Century 2-storey building with fairly good scale relationship to New Square.	2 & 4 storey Victorian department store with bridge to rear storage building.  Finest commercial building in the Kite & probably the best in Cambridge.  Bandstand on roof.  Should be listed by D.O.E.	Handsome 3-storey Victorian building.  Marcade stall-holders have taken over the lease.	<u>Boots</u> <u>Dewhurst</u> Grade 2/3 2-storey Victorian shops with accommodation above.	<u>Tesco</u> Grade 1 Structure Modern 2-storey block with rear storage.	<u>Denture</u> <u>Repairs</u> <u>Fitzroy</u> <u>Joyce's</u> <u>Joe Coral</u> Grade 3 2/3 storey Victorian shops with accommodation above.  No rear access.	2-storey Victorian buildings.  No rear access.	Grade 3 2/3 storey Victorian buildings.  No rear access.	Grade 2 Fine Victorian architecture.  No rear access.

COMMENTS	Could be made into a really fine store. This building has great potential.	Poor quality architecture.	Good scale and character.	Good scale.	This former Church Hall has been recently well restored.
----------	--	----------------------------	---------------------------	-------------	--





Laurie McConnal

Grade 1

2 & 4 storey  
Victorian de-  
partment store  
with bridge to  
rear storage  
building.

Finest commer-  
cial building

Peak's

Grade 2

Handsome  
3-storey  
Victorian  
building.

Marcade  
stall-  
holders  
have ta-

Dixon

McLennan

Boots

Dewhurst

Grade 2/3

2-storey  
Victorian  
shops  
with accommo-  
dation

Tesco

Nat West.

Tesco

Grade 1  
Structure

Modern  
2-storey  
block  
with rear  
storage.

Hoover

Centre

Denture

Repairs

Fitzroy

Joyce's

Joe Coral

Grade 3

2/3 storey  
Victorian  
shops with

Mon

Gra

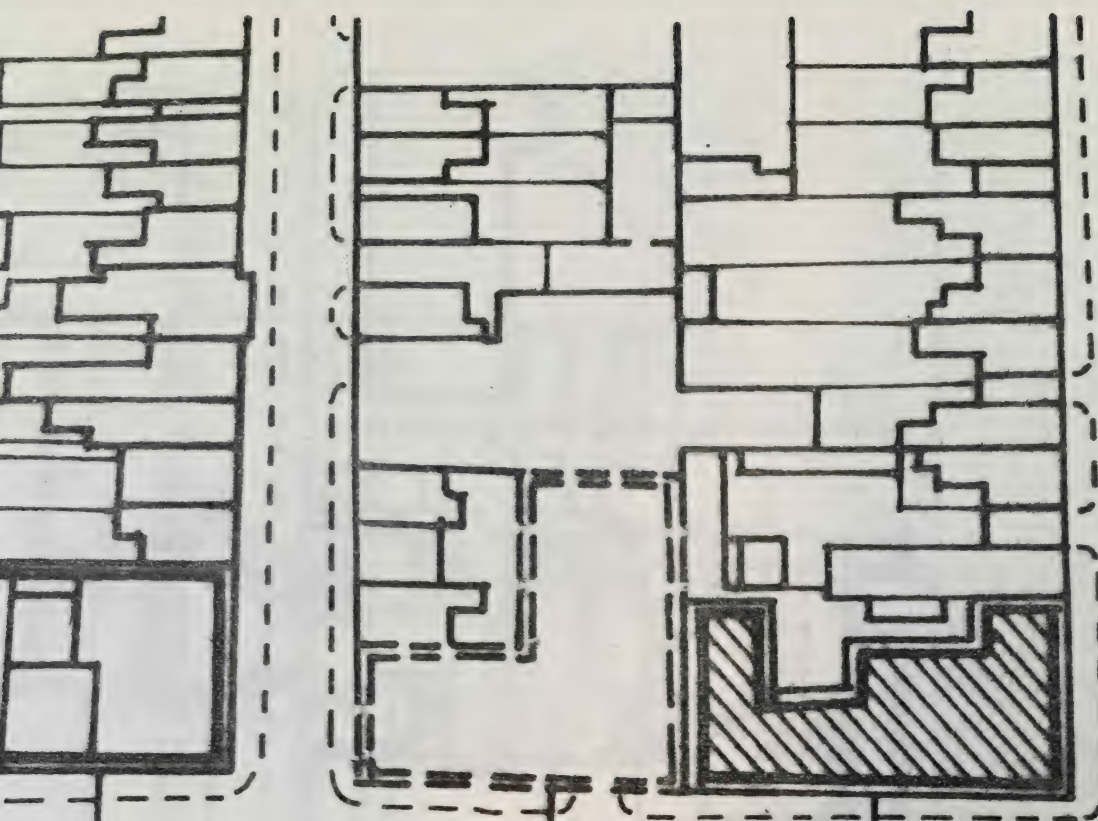
2-s

Vic

bui

No

acc



Morley's

Grade 2

2-storey  
Victorian  
buildings.

No rear  
access.

DIY

Renmodels

Grade 3

2/3 storey  
Victorian  
buildings.

No rear  
access.

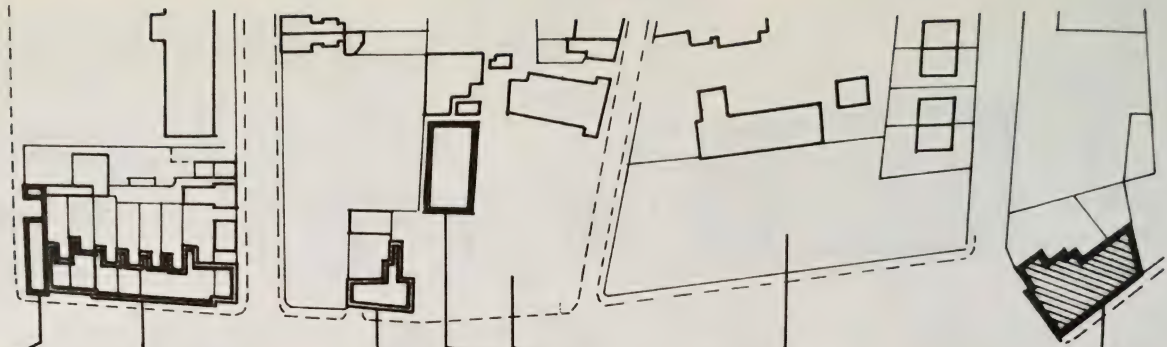
Scurfield's  
Wholesale

Grade 2

Fine  
Victorian  
architec-  
ture.

No rear  
access.





Alpha  
Grade 1  
Improved  
2-storey  
Victorian  
shop  
premises.

Houses  
2nd hand shop  
Grade 2  
In need of  
some improve-  
ment to roofs,  
woodwork etc.  
Little  
settlement  
of walls.

Whiteheads  
Grade 2  
Originally  
a pair of  
Victorian  
houses with  
sheds at  
rear.

Parking Space

Brignell  
Grade 1  
Modern  
builders'  
yard with  
single storey  
building.

Working Mens' Club  
Grade 1  
Attractive  
Victorian  
2-storey  
building.

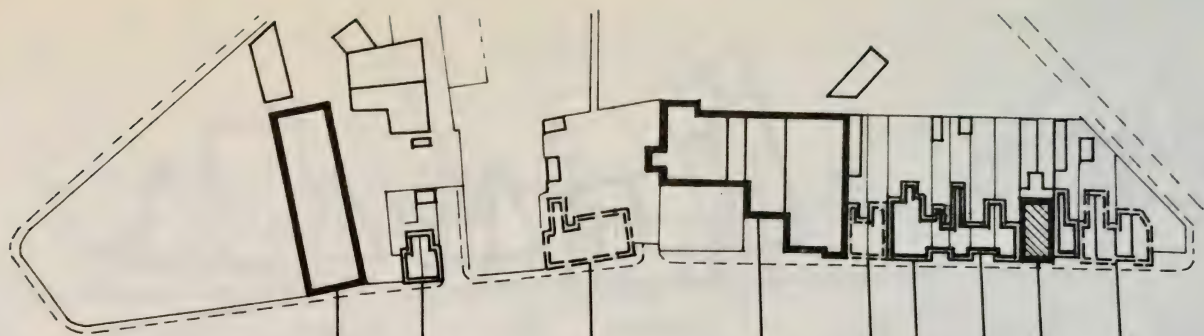
#### COMMENTS

Seems to mark  
the end of  
the shopping  
centre.

Useful land with potential for redevelopment.

Building  
schedules for  
demolition in  
widening of  
East Road  
plans. To be  
replaced  
nearby.





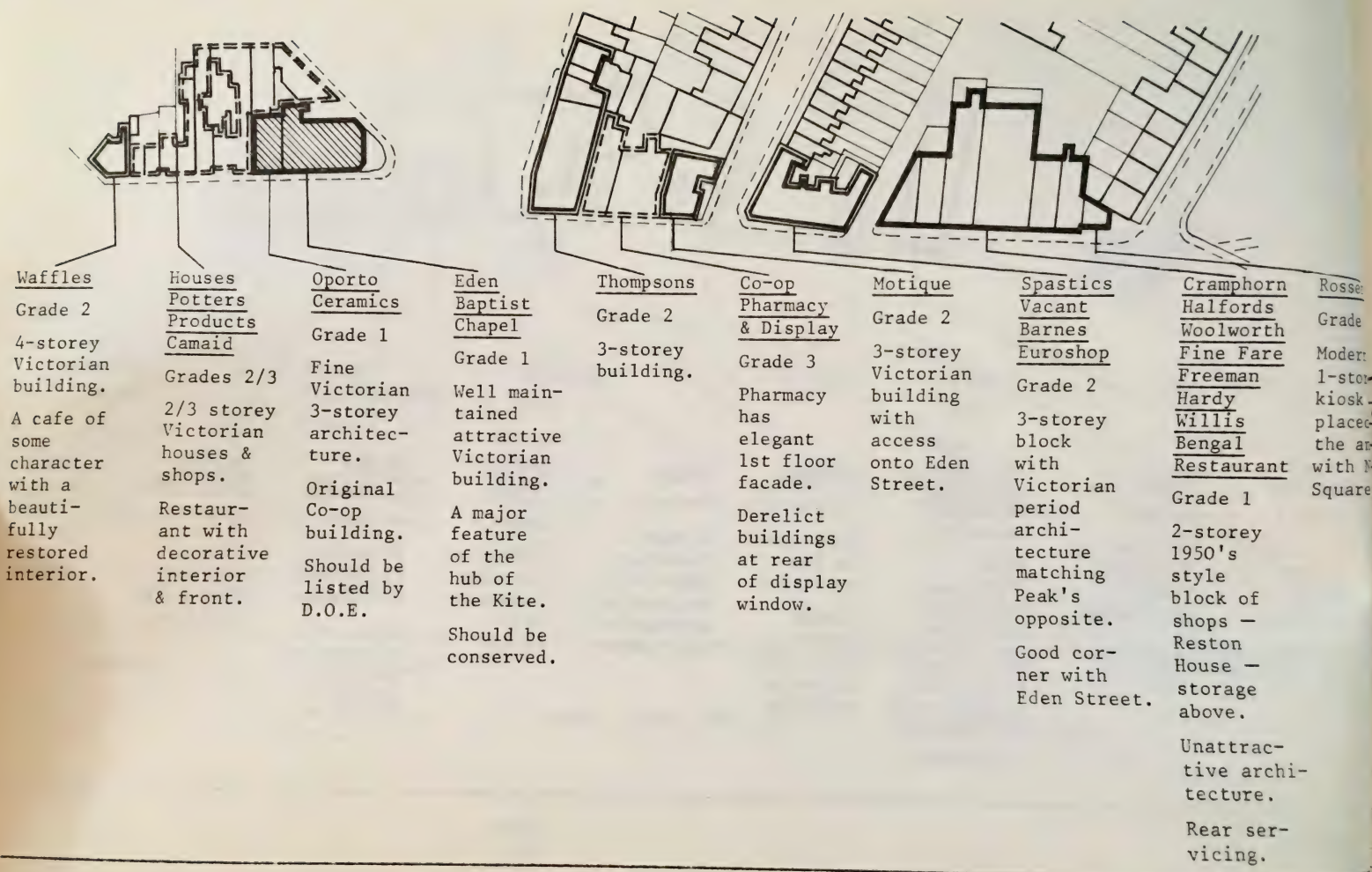
<u>Coulsons</u>	<u>Houses</u>	<u>Old English Gentleman</u>	<u>Choppen</u>	<u>Shops</u>	<u>Ancient Druids</u>	<u>Houses TV Repair</u>	<u>Reddish White Camel</u>	<u>SI</u>
Grade 1	Grade 2	Grade 3	Grades 1/3	Grade 3	Grade 2	Grade 2	Grade 1	<u>L</u>
New single storey brick building. Unattractive fletton brick.	Pair of Victorian houses surrounded by builder's yard.	Fine Victorian pub in bad condition. Unfortunately not rescueable without a large investment.	Older part in bad condition. Single storey brick and asbestos building.	2 empty Victorian shops with residential accommodation above.	Victorian pub with rendered 1930's front.	2-storey Victorian buildings. Roofs and windows in need of repair.	Fine 3-storey Victorian building.	<u>K</u>
								<u>G</u>
								<u>V</u>

COMMENTS

CAMRA  
Pub.

The industrial end of Fitzroy Street.

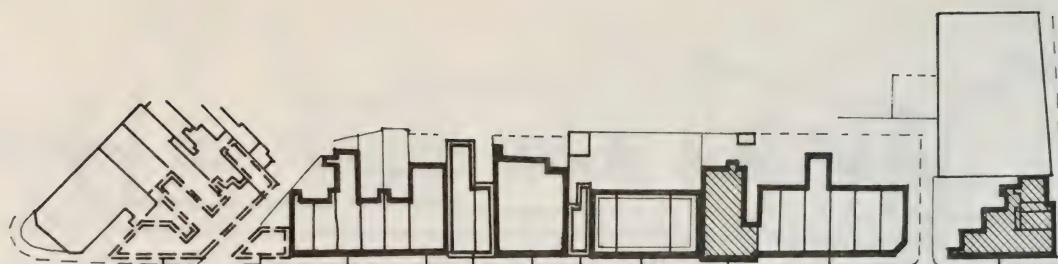




COMMENTS

Excluded from the Council's proposed redevelopment.



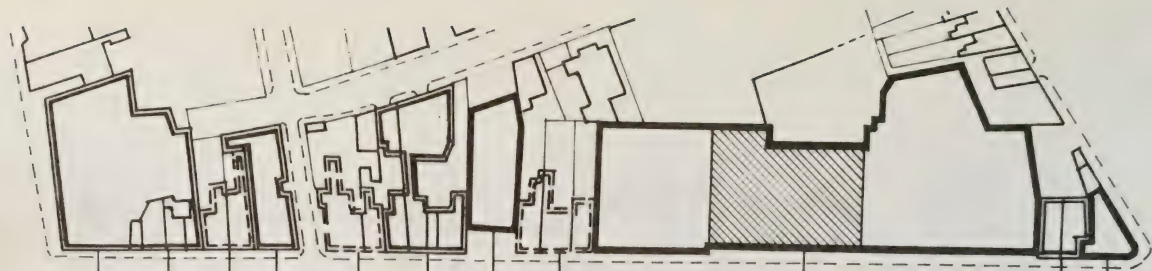


<u>Jay's Records</u> <u>Co-op</u> <u>Funerals</u> <u>Smiths</u> <u>Esquire</u> Grade 3 Small 2-storey Victorian shops & warehousing.	<u>J. Spencer Freestone</u> <u>J. Parsons Rumble Tum</u> <u>T. &amp; G.W. Office</u> Grade 1 Attractive red brick 1930's shop units with 2-storey accommodation above.	<u>Midland Bank</u> Grade 1 Solid 1950's 2-storey brick building.	<u>Townsend Optician</u> <u>Dentist</u> Grade 1/2 Much improved 2-storey building with rendered upper floor.	<u>Elundell</u> Grade 1 1950's style 2-storey concrete & plate glass.	<u>Peking</u> Grade 2 Turn of the century 2-storey building. Juts pleasantly into the street.	<u>Ingham Burleigh Discount Trustee</u> <u>S.B.</u> Grade 2 1960's 2-storey buildings of brick, glass & buff-coloured panels.	<u>Green Shield</u> Grade 1 Fine Edwardian 3-storey building of red brick with arcaded front. Should be conserved.	<u>British Relay</u> <u>Mothercare</u> <u>Curry's</u> <u>Trend</u> <u>Visionhire</u> <u>Terence</u> <u>Wine</u> <u>Jose</u> Grade 1 1960's 2-storey shop units with black & grey facade.	<u>The Falcon</u> Grade 1 Excellent 2-storey Victorian pub building of red brick with arched windows. Should be conserved.
--	--	---	---	---	--	--	---	---	---

#### COMMENTS

Needs urgent attention.

This section of Burleigh Street would be excluded from the Council's proposed redevelopment.



<u>Hardys</u>	<u>Stitch in Time</u>	<u>Woods Burgess</u>	<u>Curtis</u>	<u>Thornton Mandrake</u>	<u>Watchcraft Granada Stevens Vacant</u>	<u>Ward</u>	<u>Masons Smith Dyson</u>	<u>Co-op</u>	<u>Forrester House</u>
Grade 2	<u>Fun and Games Thornhill</u>	Grade 2/3	Grade 1/2	Grade 2/3	Grade 2	Grade 1/2	Grade 2/3	Grade 1	Grade 1
2-storey shop building.	Grade 2	2-storey Victorian cottages with shop fronts.	Edwardian 3-storey building.	2-storey Victorian cottages with shop fronts.	2-storey Edwardian buildings.	4 and 5 storey 1960's building with stone, slate & glass front.	2-storey Victorian houses with shop fronts.	The central block is a fine Victorian building in the Dutch gable style.	House front used as Co-op display.
Rear access.	2-storey Victorian shops.	Rear access.	Attractive butcher's shop.	Rear access.	Rear access.	Set back from the street.		The right-hand 1930's block has stone and marble facing.	Pub is a pleasant 2-storey building
	No rear access.							The super-market on the left is in the garish 'contemporary' style.	Forms attractive curved corner to the street

COMMENTS

This section of Burleigh Street from Burgess' to the Co-op would be excluded from the Council's proposed redevelopment

CAMRA  
Pub.



# **The Kite: Its People, Work and Place**

---







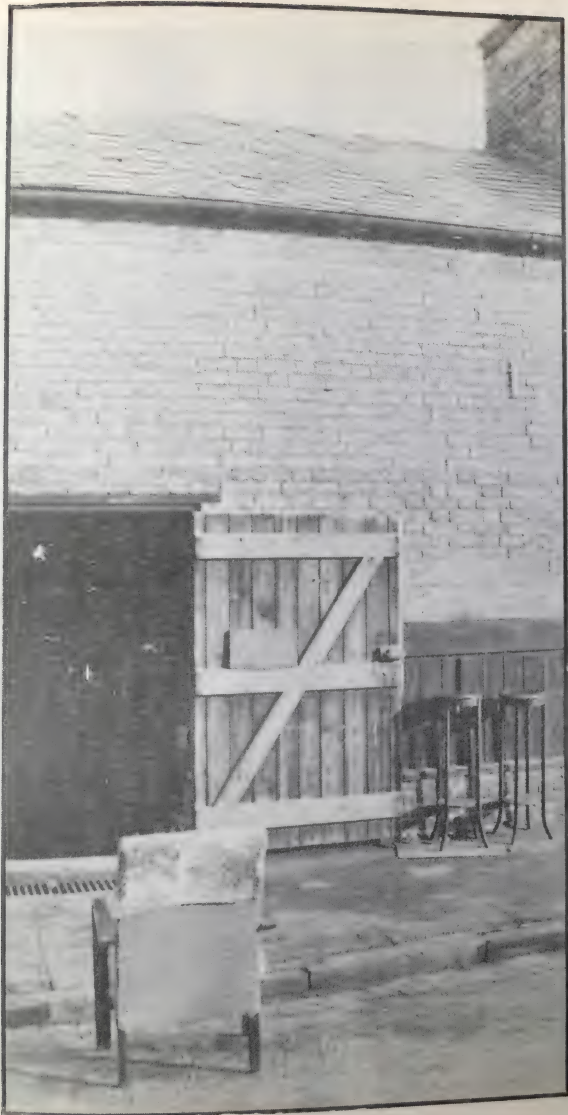






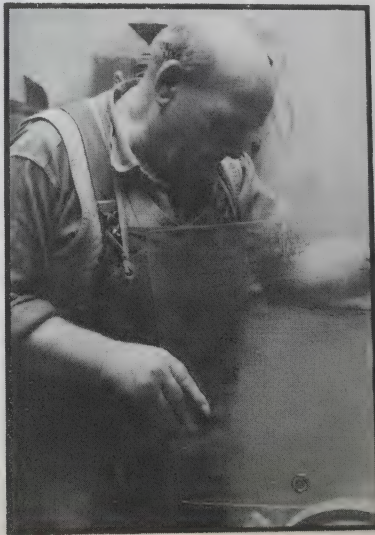
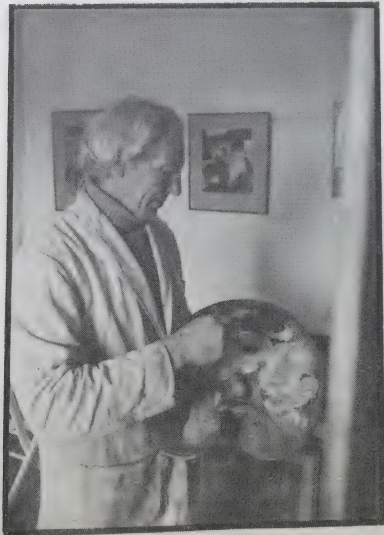






















# Analysis 1

## Shopping

---

The main aspect of the Kite under discussion is its shops. In this chapter we discuss their future and suggest possible changes.

### PRESENT SHOPPING CENTRE

Fitzroy-Burleigh is already the largest shopping area in Cambridge outside the historic core of the city. It attracts shoppers from the Kite, the remainder of the city, and as far afield as Huntingdon, Royston and Newmarket. Asked why they come to Fitzroy-Burleigh, shoppers in a 1972 survey mentioned:

- competitive prices
- specialist shops
- closeness to home and work
- ease of parking
- range of goods offered

Apart from its department stores, the area was highly regarded for its specialist shops and services.

Our survey lists the 82 shops trading at present, including:

- 11 food shops
- 7 hardware and electrical shops
- 15 service businesses
- 11 clothes shops
- 8 furniture shops
- 2 department stores
- 5 cafes or restaurants and many others

This seems to us as full a range as can be found anywhere else in Cambridge. We firmly believe that it should remain so.

A second aspect of the Kite which pleases us is the mixture of local businesses and national chain stores. We have not hardened our hearts against these small units of national multiples, and we fully accept the value of Woolworths,

Tesco and Fine Fare in the area. Our own local businesses offer excellent and personal service, whether it be Curtis the Pork Butcher, the Peking Restaurant or Barnes the Greengrocer. We deplore the prospect of a scheme which would drive out both the small multiple and the small trader.

The effects of the proposed redevelopment would be to increase the shopping space to 640,000 square feet within one vast building. Leaving aside the architectural and traffic aspects, this would have two main effects:

Firstly, the range of shops in the Kite is likely to change drastically. The firms which would be attracted to the proposed redevelopment would be the national multiples whose massive turnover of middle-of-the-road goods is



necessary to pay the exorbitant rentals. These multiples employ staff in such large numbers that job satisfaction is poor and customer relations non-existent. The problems of people out of scale within the vastness of the buildings, helpless against the hard-selling techniques of the ad. men, tend to identify themselves either by rudeness or by shoplifting.

The huge display of open-plan goods encourages shoplifters who feel less compunction about stealing from a large and impersonal organisation.

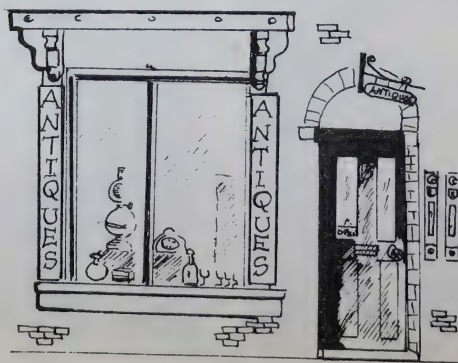
Secondly, the Kite would become solely a regional centre. This means that the market towns of Huntingdon, St. Neots, Ely, Newmarket, Royston and St. Ives would all lose trade to Cambridge, at a time when each of them is planning to improve its shopping facilities locally. Shoppers would be encouraged to travel longer distances mainly by car for the benefit of visiting a vast impersonal vending emporium.

#### LIFT THE BLIGHT

If the planning blight were lifted, the natural attractiveness of the Kite would lead in a short time to improvement of run-down property or reconstruction of premises beyond repair. Once the blight were lifted, the City Architect and Planning Officer would prepare a



Local Plan for the Kite. We would recommend that a planning shop be opened in the style of the St. Matthews Centre, so that people living, working and shopping in the Kite would be able to give their views.



The Council owns much of the land which could be used for commercial, residential or other purposes. An immediate return, commercial as well as social, would thus be gained without any large financial outlay.

The question of traffic and parking would need attention quickly. This is dealt with in Chapter 4.5.

The owners of commercial property in the Kite would be able to improve their premises, once the financial constraints of the blight were lifted.

As well as facelift improvements, small groups of shops might be built, such as the development in King Street, owned by Jesus College.

Large landowners in the area, the City, Jesus College and the Co-operative, might want to make better use of their land holdings. The Local Plan must produce a policy which will balance the needs of the community.

A decision to lift the blight must be reached. This would immediately revitalise the area.

The Victorian and 20th century street scene would be fostered in all its variety, as in Trinity Street. This is dealt with in the chapter on Conservation.

Without a Local Plan policy, the amount of shopping in the Kite would greatly increase because of our favourable position in the centre of Cambridge. This would not only exploit the Kite but would also detract from the other shopping areas in the sub-region.

#### CONCLUSION

There is an excellent future for the Kite once the planning blight is lifted. However, if the comprehensive redevelopment goes ahead, it will be to the detriment of the locality and the region. If the redevelopment plans are delayed and the scheme postponed for five or ten years through lack of funds, the area would then become even further depressed.

In his report approving the CDA in May 1974, the Inspector insisted that the redevelopment would be a "continuous process from East to West and will be substantially complete within a 5 year period". If the Council cannot achieve this programme it should admit so, and abandon its ambitious and misconceived scheme. We know that it is impossible for the building contractor to meet the Inspector's programme.

All parties to the problem agree that speed is essential, and that means a start to Gradual Renewal in 1976.





## Analysis 2

### Offices and Civic Buildings

---

In this chapter we discuss the existing situation and the future needs for offices in the Kite.

#### EXISTING SITUATION

There are no modern office blocks at present in the Kite. However Wellington House in East Road, next to the large GPO administrative building, has been demolished to make way for a typical, glass, curtained walled office block of 19,000 square feet. The architects are Fitzroy Robinson & Partners, who are associated with Piano and Rogers, architects for the proposed comprehensive redevelopment.

There has been pressure recently from Peterhouse to convert housing, such as the large Parkside houses, into offices. We are relieved that the City appears to have lost its appetite for developing this side of Parker's Piece.

Throughout the Kite there are several small, relatively low cost offices associated with the shopping areas.

#### NEEDS

There is a need in Cambridge for low cost office space for professionals and small businesses, which we welcome in moderation in the Kite. These can be accommodated over small shops and other businesses.

#### OUTLINE PLANNING CONSENT

The Council has given outline planning consent for 50,000 square feet of office space to Samuel Properties. In Cambridge, there is already an excess of new, expensive offices, which only the giant companies can afford, largely in the Hills Road and Station Road area.

#### RECOMMENDATIONS

We want the Council to think again about office space in the Kite.

We oppose the conversion of further housing into office accommodation.

We would treat the siting of further civic buildings on the merits of the case, but oppose further erosion of Parkside.



## Analysis 3

### Industry and Warehousing

---

We describe three categories of industry and its dispersal throughout the Kite.



*Wellington House, now demolished.*

#### HISTORICAL BACKGROUND

The Kite was Cambridge's East End. The factories and breweries were closely linked with the river. Barley for malting, peat for brickmaking, iron for the foundry and timber for the builders — all came on river barges. The river was of enormous importance for trade as exemplified by Stourbridge Fair, the largest commercial gathering in England in the Middle Ages.

East Road was the main highway leading down to the river. As Cambridge spread to Barnwell village on the river, East Road became an important city street complete with trams from the Dover Street Terminus, and street sellers with hand carts. Now it is a noisy, polluted, almost uncrossable barrier, part of the inner ring road.

Wellington House on East Road was

a printing works later to become a sausage factory. In Nelson Street there was a carriage works, in Gold Street the Sovereign Brewery was built and a malthouse was sited at the end of Melbourne Place. Sturton's jam factory formed part of Fitzroy Street, opposite the entrance to Nelson Street.

The importance of the river declined after the mid 19th century as the railway emerged as the most efficient mode of transportation.

We have identified three basic types of industrial concern:

Cottage Industries & Services  
Those we find in the Kite include chimney sweeps, one-man builders and veterinary surgeons. These people can be absorbed into any part of our community without much difficulty. In fact, they all provide useful or essential services, which benefit both the city and the neighbour-



We describe three categories of industry and its dispersal throughout the Kite.



Wellington House, now demolished.



hood. They enliven our community and prevent the sterility of a single function area.

Neighbourhood Industries are medium sized concerns, which in our definition fit into any part of our community as easily as the cottage industries. They are welcomed for similar reasons. They also provide employment for local people, which reduces time spent travelling and the subsequent road congestion.

Constable's glass works, the small and medium sized builders such as Rookes and Prices, fit into this category. The variety of these concerns, which range from those mentioned above to graphic businesses, furniture restorers, a sound studio and felt hat manufacturer, is of value to the city.

Car and motor cycle repair shops fall into this category with regard to size, but do not mix. The noise, fumes and mess from such concerns mean that careful consideration has to be given to siting. For example we have strongly opposed a motor cycle repair shop in Eden Street.

The taxi service and garage in Victoria Street is a mixed blessing. The taxis provide a service, and the garage is useful in allowing residents to park off the street, but the all-night diesel-engined taxis roar out on full throttle, creating a nuisance.

Larger Industries have their place in the Kite. They offer employment and services. Existing, mainly residential areas would naturally not welcome an incursion of any new large industry. However, our community has learned to live with those established firms, and probably none are so noisy or so noxious as to warrant their outright removal.

Eastern Counties Bus Maintenance shop, wholesale and storage premises such as Flittons in Severn Place, Finbows in Sun Street and Coulson's builders yard fall into this category.

#### RECOMMENDATIONS

Cottage industries and services are positively welcomed, with few exceptions.

Neighbourhood industries of the right type and in suitable premises are also welcomed.

We recognise the place for larger industrial, wholesale and warehousing concerns. These have a larger impact on the community and the environment. Any new proposals would need careful consideration and siting.

As the Kite pulls itself together under gradual renewal, the Local Plan must balance the needs of the industrial concerns with those of their neighbours, whether they be shops or houses.

The present mixture in the Kite of industry with housing, pubs, restaurants and corner shops is welcomed, providing that it is judicious. It adds interest and vitality to the city.





## Analysis 4

### Housing

---

The strength of our community lies in the broad range of people who live in the Kite. We describe briefly the sort of housing in which we live, and outline our policy for future housing provision.

#### HISTORICAL BACKGROUND

Modest terraces of local, gault brick are packed tightly together under slate roofs, mostly two to four storeys high.

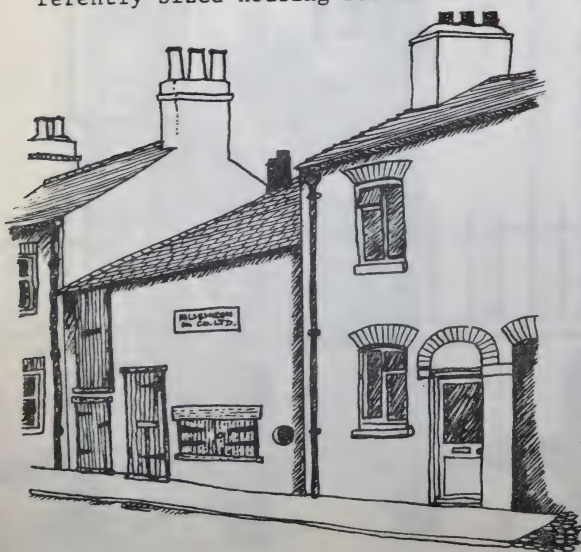
Charles Humphrey was a builder of some sensitivity. He designed Willow Walk and New Square, Cambridge's only square in the Georgian manner. In the square and in the neighbouring streets, Humphrey designed pediments which were placed at mid-terrace. This motif was repeated as late as the 1880s in Warkworth Street.



Humphrey drained Midsummer Common and planted trees on Parker's Piece. He would have been very distressed to see New Square swamped with cars, and would have found the idea of an out of scale shopping centre slamming itself across the heart of the Kite quite incomprehensible, as we do.

#### EXISTING HOUSES

Kite houses range from the large and elegant in Maids Causeway to small and cosy in Eden Street. In between there are hundreds of serviceable houses of many different layouts, which make comfortable homes. The random mixing of differently sized housing fosters a



socially mixed community. Each Kite house has its own small back garden and all are within three minutes' walk of a common.

#### CONSERVATION AREA & GENERAL IMPROVEMENT AREA

After many years of speculation, the Council finally threatened the housing of the Clarendon Street area in 1964 with its shopping plans. The New Square District Residents' Association battled with the Council and managed to save this area's neck at the expense of supporting the comprehensive redevelopment in Fitzroy-Burleigh Streets. The Residents' Association area dramatically changed from a twilight area to a Conservation Area, under well-timed Central Government legislation. The Residents' Association changed its mind about the desirability of the scheme in 1975 when its members realised the implication of the policy.

The Prospect Row General Improvement Area was declared in 1974. This was an interesting experiment in community action which resulted in a heartening improvement of the housing and general townscape of the area. For further information see "Public Participation in Practice" by Richard Darlington.

#### RECOMMENDATIONS

The Council has a responsibility to

replace all the housing stock which it has destroyed in the Kite. It is bad policy to empty the centre of our city of people who are then forced to live in edge-of-town estates. Amenities are fewer on the periphery, and this policy greatly aggravates the considerable traffic problem.

Not all the vacant or blighted sites may be suitable for Council Housing. In these cases, we would press for development by housing associations, preferably for the nearby Cambridge-shire College of Arts & Technology or other acceptable organisation.

There is a case for private development of those sites too small either for the Council or a housing association.





We should like any new small scale shopping to have flats above. Whilst the Jesus example in King Street is quite insensitive to that street's continuous, sinuous curve, it is of suitable scale and materials to serve as an example. The Panton Street development by the Council is universally admired. It represents the standard of design, scale and materials we want to achieve in the Kite.

A Local Plan must ensure that housing built in the dilapidated areas is sympathetic to the area.



# Analysis 5

## Traffic and People

---

In this chapter we consider the problems of commuters', shoppers' and residents' cars, as well as the associated traffic from service vehicles, buses, bicycles, and people on foot.

### AIMS

The primary aim is to reduce motor traffic in and around the Kite, whilst allowing the area to function properly.

Motor vehicles are essential for the foreseeable future, especially for deliveries, emergency services and general transportation. However, the existing road network will not cope with everyone who may wish to use a car in the future.

### COMPREHENSIVE SCHEME DRAWBACKS

It is important to realise that such an enormous shopping centre of 640,000 square feet would generate a need for 4,000 short term car spaces for shoppers. A further 770 commuter spaces for the 3,000 people working in the complex would also be required. Samuel's proposals for 2,500 car spaces fall short of the natural demand by some 2,270.

Our present environment could not stand the proposed service lorries and cars entering at or emptying onto Maids Causeway and East Road. The proposals are contrary to our national aim of fuel conservation. They do not serve the needs of the less affluent and less mobile in the region.

As was found in the City Centre, there comes a point when the number of vehicles is physically

dangerous and environmentally undesirable.

There are two solutions: one is the obsolete concept of building bigger and better urban roads and central multi-storey car parks at vast expense to the community. The other is to control and manage motor vehicles which for so long have ruled our town and country landscape, so that a civilised life for shopper, worker, child and resident can develop. We advocate the latter course.

### ELIMINATION OF THROUGH TRAFFIC

There are two basic types of through route in the Kite. One is the side street short-cut or rat run, the other is the misconceived Local Authority Inner Ring Road such as the proposed Napier Street link or the abandoned Four Lamps to Gonville Place relief road across New Square.



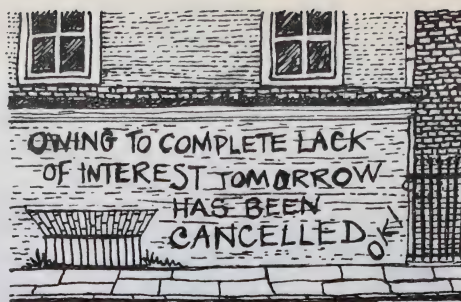


Between East Road and Maids Causeway/Newmarket Road, is a network of short-cuts. Thus mainly residential streets suffer excessive traffic cutting through the area.

#### PARKING — RESIDENTS

There is a strong desire by present car owners for some form of residents' parking scheme. The daily, free use made of many of our streets by the commuter car has exacerbated this problem. We would support a parking policy which both removed the commuter and provided for the residents and traders. The design of any such scheme must give priority to the existing street scene, with economy of parking paraphernalia.

The provision of some lock-up garages in Queen Anne Terrace multi-storey park is proposed. This would provide alternative, vandal-proof, off-street parking for residents.



#### PUBLIC TRANSPORT

Following our reasoning that traffic and parking must be reduced, we advocate that proper provision be made for and encouragement given to public transport.

Drummer Street bus station causes unnecessary traffic around the Kite, especially in Emmanuel Road and Parker Street. We advocate the

removal of the bus station to a public transport interchange, sited at the railway station.

We feel that there is no need for the Kite to be developed as a regional shopping centre. Consequently it should not be necessary to build a major terminus in the Kite. The Gold Street car park could be the terminus of a shuttle service to and from the main transport interchange at the railway station. Peripheral car parks could also be served, were the Council to adopt a Park and Ride policy.

Cycleways should be routed to the Kite as part of a network to serve the many people who at present make 30,000 commuter cycle journeys a week in Cambridge. This figure would be greatly increased if a comprehensive network were evolved, and in turn, pollution and pressure on the roads would be reduced





## Analysis 6

### Amenities and Organisations

---

In this chapter we show the broad range of amenities and organisations which serve the whole community.

#### LOCAL AUTHORITY

Parkside Community College is more than a comprehensive school; it is the focus of much of the local community's educational and social life. It offers a wide choice of activities throughout the day and evening including Cambridge Contemporary Dance Group, Yoga and many artistic and educational evening classes. In addition to the normal family links through the Parents' Association, there is a community officer at Parkside who makes contact with people and groups in the neighbourhood.

The Brunswick primary school across the Newmarket Road, and St. Matthews school across East Road are the nearest primary schools. Our community is additionally fortunate in being close to the excellent Brunswick Nursery school, also across East Road.

The Technical College now has a foothold in the Kite. Its School of Art, and Advanced Students' Club have moved into Paradise Street. We greatly welcome the return of life to this street.

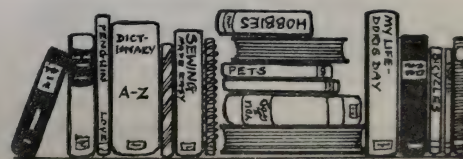
The Police and Traffic Wardens are based in the Kite on Parkside. Apart from the bicycle sales, and the odd streak through the station, their activities are fairly unobtrusive to the average citizen.

The Fire service is next door to the Police Station. Both these organisations offer emergency services

which could be severely impeded by traffic jams resulting from importing thousands of regional shoppers.

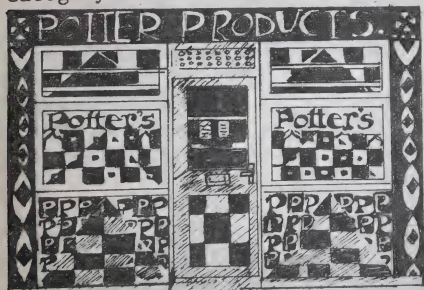
The Swimming Pool and Sports Hall are within a stone's throw of the Parkside boundary of the Kite.

We have no branch library, an amenity which has been requested by residents in our past surveys. However, the Library service has been closing branches recently, and we can see little prospect for a Kite branch. The main library is nearby in the centre. The community itself might organise a service for changing books for the infirm or housebound.



An imaginative theatre group for children and teenagers is based in a disused church in Wellington Street. Although the church provides them with rehearsal space, they need other premises for their public performances.

The Festival Theatre in Newmarket Road closed in 1938 is now used by the Arts Theatre as a scenery workshop and costume store. Thus the only theatre available for the groups based within the Kite is at the Technical College across East Road. This (CCAT) theatre is extremely well equipped but will not be able to serve both student and local groups fully until redefined from its present 'teaching space' category.



The Prospect Row General Improvement Area has representatives from every street in the G.I.A. who meet regularly to discuss improvements to the area. A newsletter is printed monthly by the Guildhall G.I.A. Team.

Stanton House is an old people's home, past which the Local Authority propose to run the Napier Street Link Road at a current cost of £460,000.

There are no public lavatories in the Kite, which considering the 340,000 square feet of shopping is an oversight.

#### Commercial & Professional Amenities

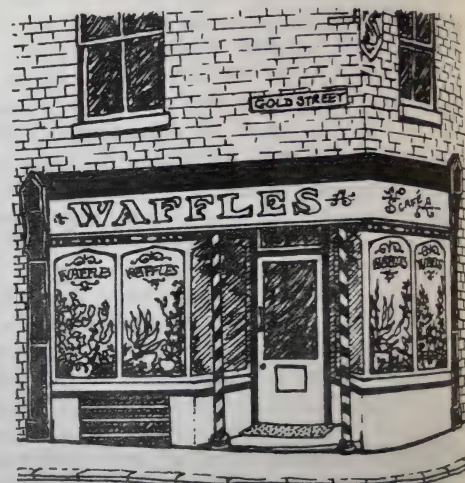
The Kite is a mixed area which boasts doctors, dentists, architects, solicitors, veterinary surgeons and a chiropodist. Their needs are discussed in Chapter 4.2 and 4.3.

We are fortunate in the Kite to have the excellent services provided by the Cambridge Advisory Centre for Young People in Clarendon Street and the Pregnancy Advisory service in Eden Street.

Shops and special services are discussed in Chapter 4.1. The fish and chip shops, the greengrocers, the sewing machine repair shop offer amenities which the Council threatens.

Restaurants and cafes in the Kite are another real amenity, not only for Cambridge people, but also for visitors and undergraduates. In the evenings our pubs, cafes and

restaurants keep the Kite alive by enabling people to meet their friends over leisurely and inexpensive meals. How different from the Council's proposals to slam down the shutters at 6 o'clock, to keep thieves and vandals out.



Both the King Slocombe School of Dance in Emmanuel Road, and the Mackenzie School of Speech and Drama in Victoria Street teach hundreds of pupils in the arts of dance and drama.

Camtax taxi service is based in Victoria Street.

The Co-op funeral parlour in James Street is the last amenity we mention in this non-exhaustive list.



### Non-Commercial

The Churches and Chapels historically played a very important role in the Kite community, especially in the 19th century. Their importance has decreased, but large congregations still arrive at the Eden Baptist Chapel and Christchurch on Newmarket Road. Two Kite churches now have different uses: one houses the drama workshop mentioned previously, the other a residential studio. Several other religious groups have premises in the Kite including the Spiritualist Church, the Unitarians and the Sufis.

The Working Men's Club is in East Road in what appears to be a sound and well detailed Victorian brick building. The Council plans to demolish it in order to widen East Road. The Club which has about 1500 members is to be rebuilt at the top of Fitzroy Street nearby, however the fine building will be destroyed.

CALA, the Cambridge Arts and Leisure Association, is based in Warkworth Street in the Kite. The group fosters the arts and crafts in Cambridge.

Cambridge Women's Group meets in Eden Street and the Kite Baby-sitting Group is organised from Victoria Street.

The Neighbourhood Law Centre now operates from St. Matthews Centre, giving free legal advice and help on any problem.

The Kite Neighbourhood Group organises a monthly 'Get together'.

New Square District Residents' Association represents the residents chiefly in the Conservation and G.I.A. areas of the Kite. It is opposed to the comprehensive redevelopment, and has co-operated in the production of this report.

The Fitzroy-Burleigh Small Traders' Association has also helped to produce this report.

The three main political parties centre their Market Ward activities in the Kite. Cambridge Liberal Party supports gradual renewal in the Kite. Market Ward Labour Party, the General Management Committee of the Labour Party and a minority of Labour City Councillors oppose the Comprehensive Redevelopment. Mr. John Chaplin, past Chairman of Market Ward Conservative Association is also firmly against the Comprehensive Redevelopment, but all the Conservative City Councillors have supported it.

Kite Community Action is open to anyone who is interested in our community. It has been responsible

for informing Councillors, Officers, the Minister, and other interested parties of the alternatives to comprehensive redevelopment.

Kite Community Action produces and distributes a free monthly news-sheet; articles are accepted from anyone with a point to make or a story to tell. We are greatly helped with our production costs by the local traders who buy our very cheap advertising space. Kite Community Action has produced a BBC2 television film for 'Open Door' called 'The Kite and Cambridge', screened on 14th February 1976.

Kite Community Action's committee devotes a major part of its time to the cause of gradual renewal. Its members feel that economic and historical evidence shows comprehensive redevelopment to be an anachronism, which would be to the detriment of the City, and the region, and would destroy our community.

If you wish to join Kite Community Action, please apply to Jo Hefford, Hon. Secretary, 17 Christchurch Street, Cambridge. Family membership is 35p, single membership 25p, OAPs 15p, at the time of going to press.

# Analysis 7

## Conservation

---

Society has recently begun to realise it must be less wasteful; the Sixties and early Seventies neophilia has contributed to our present recession.

In this chapter we discuss the need for gradual renewal with reference to Piano and Rogers' own published philosophy. \*

### PIANO AND ROGERS' PHILOSOPHY

The architects for the proposed redevelopment have published the view that all forms of technology must aim at conserving natural resources, while minimising ecological, social and visual damage to the environment.

Kite Community Action endorses this view. We wish to see it followed in the solution for the Kite. We believe Piano and Rogers' proposed scheme to be contrary to their statement.

### CONSERVATION IN THE KITE

People should be able to travel the shortest distance to obtain the goods they need. The Kite regional shopping scheme was conceived before the latest oil and economic crisis. With the benefit of hindsight, we realise that we should be planning to save fuel and resources by encouraging the village or market town dweller to shop locally. Road, motor, police, accident and health service costs would also be saved by reducing travel. Time which could be better spent would be saved too.

First we discuss whether to conserve in the Kite or to sacrifice the existing buildings to a throw away society.

Some parts of the Kite are decaying; even so, millions of

pounds' worth of relatively sound buildings would be scrapped to make way for the comprehensive redevelopment.

Leaving aside the human and social resources for the moment, it is sensible to conserve rather than waste these sound buildings. Only the decayed parts of the Kite need be cut out and rebuilt; the rest can be gradually renewed as necessary.

There would be immense savings not only on the capital costs and interest charges on the mammoth construction but also through conservation of fuel for lifts, escalators, air conditioning and the other mechanical and electrical services which would be required.

\* Architectural Design, May 1975



There is some doubt about the effects of such a huge underground service storey as is proposed by Piano and Rogers, upon the water table, and the result it might bring about in the basements of houses in the area.

The conservation of human and social resources is an aspect that Councillors might consider more deeply. We have discussed the detrimental effects of uprooting people from their homes and banishing them to a suburban estate. (The person from James Street who drowned herself is an extreme example of this barbarism.) We have described the community's meeting places which would be scrapped. We mention the value of human contact with a trader, who not only knows people by name, but supports the poor, the old and the lonely in ways just not conceived by property developers or their backers. By keeping the specialists, not only does Cambridge benefit, but Cambridge people can actually get their old vacuum cleaners and sewing machines repaired. Try that in Lion Yard!

We now describe a few of the Kite buildings which should be considered in the Local Plan for conservation, and discuss in more general terms the value of other buildings not specifically mentioned.

Grafton House is a regency villa of some distinction, standing in its own grounds. It is the finest house in the Kite, and was 'overlooked' during the listing of buildings in the area, for reasons the reader must guess. It is proposed to destroy Grafton House to provide access for shoppers' cars. The D.O.E. has supported this oversight during the listing, by their subsequent refusal to rectify the matter.



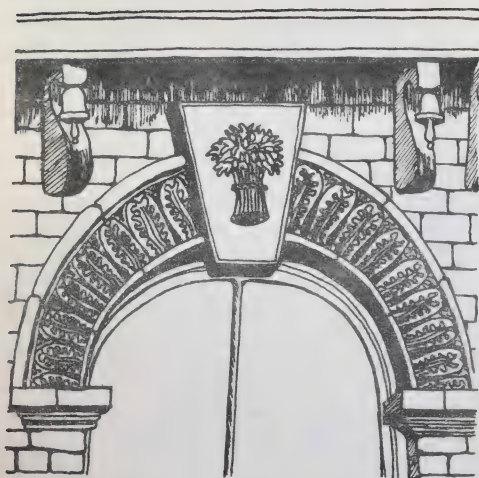
Grafton House

Laurie and McConnal's is an Edwardian department store of considerable style and vigour. There are only a few of this design left in Europe. It is the best piece of commercial architecture in the Kite, arguably the best in Cambridge. It is essential that both the facade and the shell are retained during gradual renewal. Sadly, the owners have little feeling for it. It took Kite Community Action's interest in their shop to arrange for a band which revived the old custom of playing in the bandstand on the roof. The managers were pleased enough with the subsequent television coverage, and managed to suppress the fact that Kite Community Action had thought of and arranged the whole episode.

The Eden Baptist Chapel is a pleasant unassuming building, which occupies a key site at the hub of the Kite. It makes an important contribution to the mix of activities we do not wish to lose from our community. It successfully provides a focus to lower Fitzroy Street, and visually works well on an awkward site.

The old Co-op building in Fitzroy Street with its original wheat sheaves has a wealth of detail and interest, of which for example, Reston House, with its mean concrete strips, and vulgar blue

mosaic panels, is totally devoid.



Wheat sheaf symbol and wooden bells under the eaves of the old Co-op building.

The survey (Chapter 3) gives a further indication of our preferences, but no selection can satisfy every member of our community. The proposed planning shop could explore this further.

All the pubs must be retained for social reasons, the Falcon also for its architectural contribution.

Our brief survey has not placed all those buildings which have the appropriate scale and character, in a high category. This in no way implies that the buildings which appear in a lower grade in our survey should be scrapped. It would be most appropriate to conserve or rescue many of the Victorian and Edwardian premises, in order to enhance the Kite's own special visual qualities.

#### CONCLUSION

Lift the blight and the commercial area of the Kite will lift itself, just as it has first in the Conservation Area, then in the General Improvement Area.

The Local Plan has the problem of wedding judicious conservation with gradual renewal.

Kite Community Action's policy would play its part in conserving natural resources, while minimising ecological, visual and social damage.

Samuel Properties' scheme really fails to meet Piano and Rogers' own criteria on any count.



Orchard Street - which will not be demolished, but its intimate scale would be made ridiculous by the comprehensive redevelopment.



# Application of Principles

---

We do not wish to anticipate the Local Plan. However, we discuss here some possible applications of our principles.

## The Local Plan

As soon as the blight is lifted there will be pressure for improvement and change. It is the City Architect and Planning Officer's responsibility to prepare a Local Plan which reconciles these commercial pressures with the needs of the whole community. This should be put in hand immediately. Kite Community Action would expect from the City formal recognition as being the main body representing the Kite community. Kite Community Action's views, as outlined in this report, and as may be demonstratively modified in the future, should be incorporated in the Local Plan.

## Shopping

Shops should remain concentrated along Fitzroy and Burleigh Streets. A few modest shops in side streets and corner shops should be encouraged.

The upper end of Fitzroy Street appears from our survey to offer possible sites for some new small scale shops, within the proposed 10% growth limit. The shops should be combined with housing, as in the Jesus College, King Street development.

Lower Fitzroy and Burleigh Streets probably need little immediate, major reconstruction. However, many traders intend to improve their properties as soon as the blight is lifted. It is expected that some proposals will be for major work. The Local Plan should be prepared to guide and co-ordinate the changes.

The Marcade site at the top of Fitzroy Street, which has been damaged by fire, needs consideration. An outdoor market is a possibility. If this were accepted, it must not replace the city centre market, which is essential to the vitality of the city core.

We are in no way total preservationists. We expect the shopping street scene gradually to change, just as Trinity Street has, but within the context of the Kite Local Plan design policy.

## Offices

We propose that the modest provision of low cost offices for professionals and small businesses be incorporated in the Local Plan. These should not be in separate new office blocks, but mixed with shops, houses or neighbourhood industry.

## Industry

We have shown how industry is dispersed throughout the Kite, with a concentration at the Eastern tip, where sites may become available in the future for small and medium scale concerns. There are probably no vacant sites suitable for large units.

## Housing

The Kite is a major housing area of the inner city.

Housing has been lost mainly in Gold Street, James Street, Adam and Eve Street and in the Salmon Lane area. The long term aim should be to replace this loss.

In the short term this would not be possible in Gold Street and in Adam and Eve Street, which would be retained as surface car parks, for short stay shoppers. If in the long term the Local Authority decides on a policy which takes the shopper's car out of the Kite, then Gold Street and Adam and Eve Street could be returned to housing.

A mixed development would be quite acceptable in the Salmon Lane area to include housing, warehousing, some small offices and workshops, and even some shops if they would be commercially viable.

A study is required for James Street to see if the housing, mainly owned by the City Council which wilfully neglected it, can be rescued.



## Traffic & People

We advocate the return of New Square to public open space, which is accepted Council policy.

The local traders generally support this, provided that commuter cars be excluded from the Kite, and Gold Street and Adam and Eve Street surface car parks be made available for short stay shoppers only.

We suggest the paving over of Fitzroy and Burleigh Streets with which local traders generally agree. This need not be tackled all at once. A start could be made at each end. These proposals would make shopping safer, more attractive, and would increase turnover. Service vehicles would deliver mostly by existing rear access. Essential access to the front of shops would be permitted.

We suggest that in the Local Plan positive steps to eliminate through traffic are taken. These measures would be to protect the community from either vehicles taking short cuts or from the provision of new Local Authority relief or ring roads.

The Local Plan must not provide for any multi-storey car park in the Kite. This is a sound policy for the City as a whole.

The present pattern of streets should remain intact.

Consideration might be given to the landscaping of the hub of the Kite



at the junction of Fitzroy and Burleigh Streets with City Road. The retention of the crucially sited Eden Baptist Chapel would be an essential ingredient of any plan for this hub.

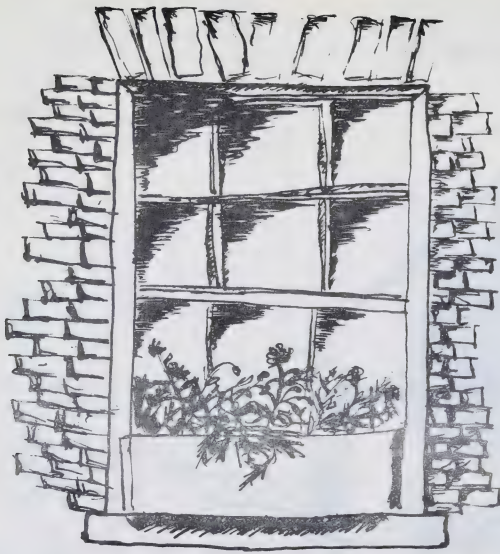
#### Conservation

In the Comprehensive Development Area and main commercial area there are some buildings of good quality which it is vital to conserve. There are many more of great value and interest to the area, in that they have the scale and character, which gives the Kite its own identity. The Local Plan should take into account both categories.

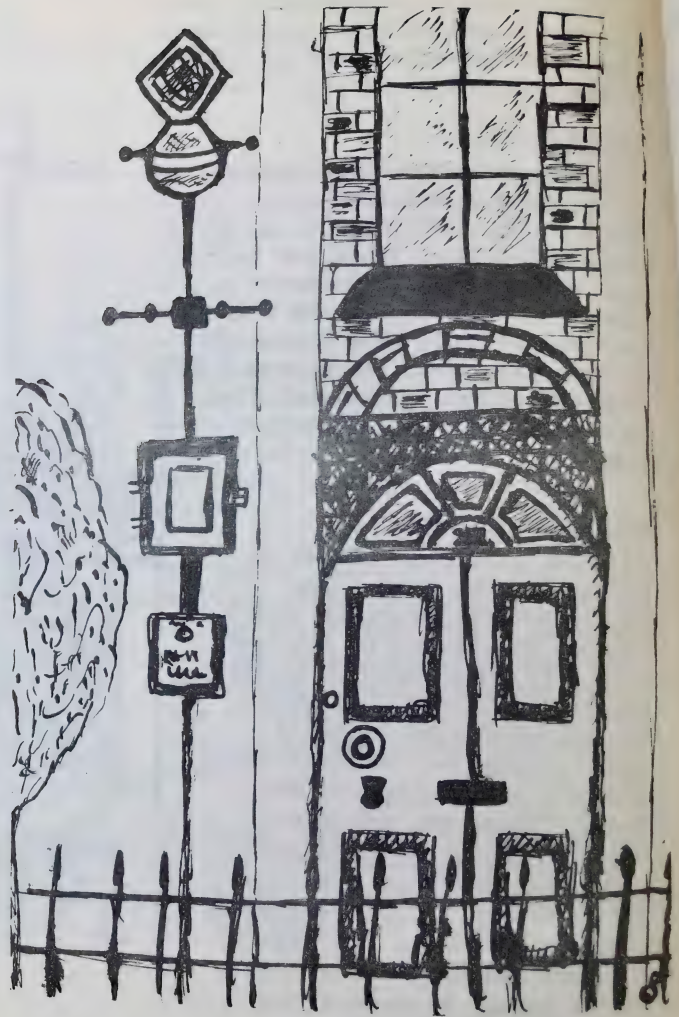
#### Parks & Planting

An overall landscape scheme is required for the Kite. New Square should be properly landscaped on its return to the community. It should not be prettified with flower beds of which there are plenty on Christ's Pieces. Nor do we advocate that children's play equipment be erected. There are adequate facilities nearby and the option of a further enclosed site on Christ's Pieces. New trees might be appropriate along the edge of New Square and, where there is adequate space, in many of our streets, including the paved-over Fitzroy and Burleigh Streets.





Drawings by Louise Gerrard and  
Caroline Andrews, students of  
Parkside Community College.





# Recommendations and Conclusions

---

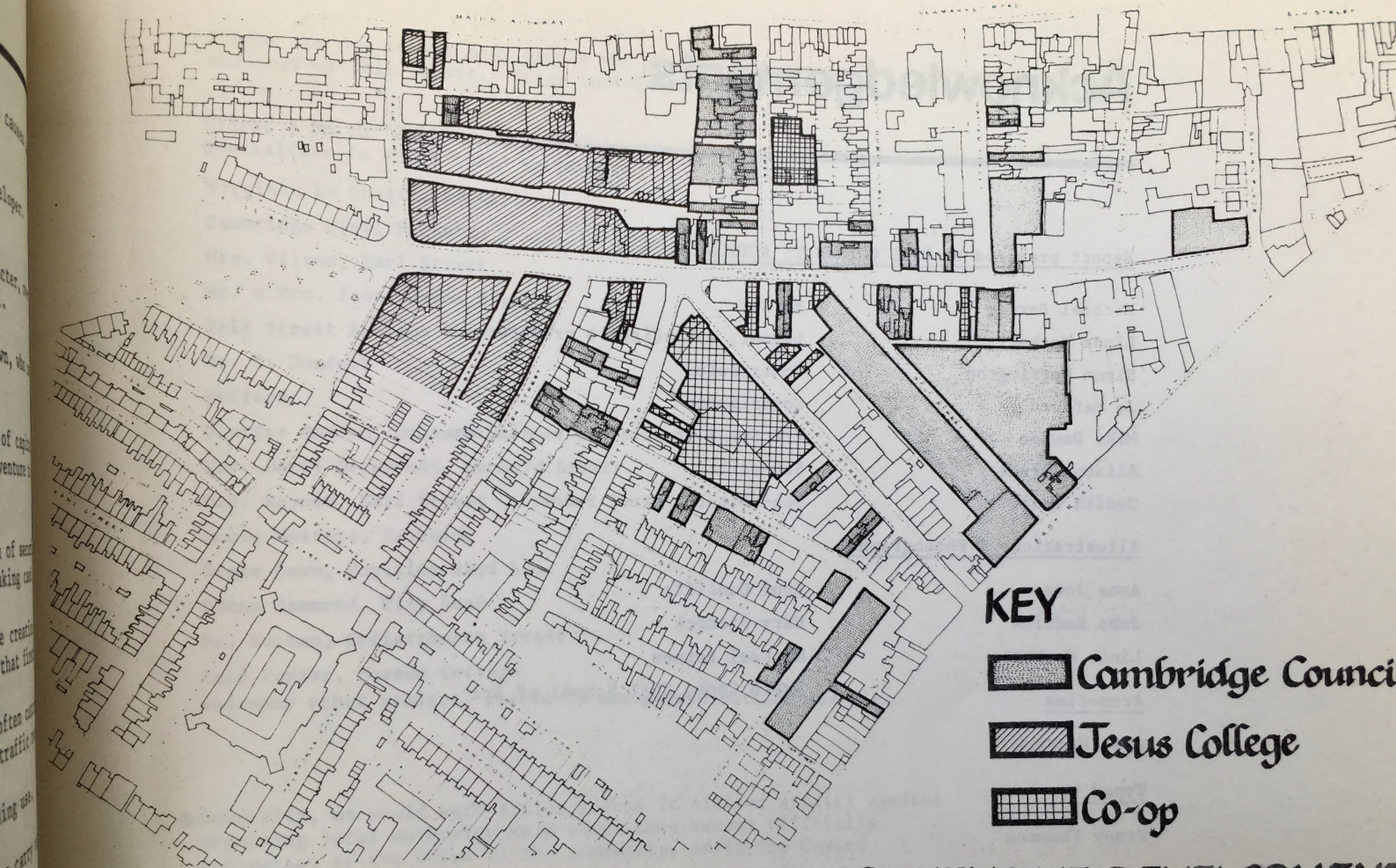
- KCA has discussed in this report the gradual renewal of the Kite, and the means of avoiding the destruction of a thriving community.
- We have shown how the comprehensive redevelopment is highly undesirable to Cambridge because of the traffic and the building of urban roads, also the loss of amenities, specialists and local traders. Samuel Properties' proposals would be a disaster because of the scale, the enormous cost and the interest rates. Their proposals would cause great social and visual damage, combined with enormous expenditure of natural resources.
- The region wants the market towns and villages to retain or regain their vitality. We have shown that the Kite comprehensive redevelopment would hasten their decline.
- We ask the City to prepare a Local Plan for the Kite, and suggest that it opens a planning shop, as it has in the adjacent St. Matthews area.
- The Council must not merely postpone the comprehensive scheme, leaving the City and region at the Developer's mercy, but must reject Samuel Properties' proposals now, and lift the blight without further delay.

# Glossary

---

Blight	Unfulfilled planning decision hanging over an area which causes decay to the buildings and demoralisation to the community.
Comprehensive Redevelopment	A wholesale and complete development usually by one developer.
Conservation Area	A designated area in a town or village of special character, over which the planners exercise special development control.
Council	Democratically elected body of representatives in a town, who carry out the wishes of the electors.
Developer	Commercial organisation whose function is the raising of capital for the erection of large-scale buildings, as a business venture to make financial profit.
General Improvement Area	An area designated by a local authority, with the aim of securing improvement by discussion with the populace and by making cash grants.
Inner Relief Road	Post war concept of relieving one central area by the creation of a new road in an adjacent area to syphon off traffic from that first area.
Inner Ring Road	A road system in a ring around the core of a town, often cutting through densely populated areas, with the aim of diverting traffic round the core.
Local Plan	Detailed area planning proposals for land and building use.
Outline Planning Permission	Consent granted in principle by a local authority to carry out a development.
Public Open Space	A park, or recreation area open to the public.
Region	The area round a large town from which people are drawn, who regard that town as their social, economic and cultural centre.





## PROPERTY OWNERSHIP IN THE COMPREHENSIVE DEVELOPMENT AREA OF THE KITE



# Acknowledgements

---

## Report prepared by KITE COMMUNITY ACTION

Michael Barnes	Editor
Linda Hackett	Layout, sub-editor & producer
Simon Merrington	Contributor
Jo Hefford	Contributor
Mike Dawson	F/B Small Traders Ass'n. liaison
Alison Barnes	Sub-editor
Judith Braid	Sub-editor & proof reader

## Illustrations & Photographs

Anne Jones	Toni Cunliffe
John Reddick	Mary Simcock
Linda Hackett	Michael Barnes
	David Cook, CCAT School of Art

## Promotion

Gill Reddick

## Typed by

Penny Thomson

## Printed by

S. Print



Thanks are due to the many people who have contributed to the cost of this report. These include:

Clarke & Smith (Builders) Ltd.  
Specialists in Grant Aided Buildings  
Virginia La Charité of Waffles  
Cambridge Civic Society  
Mrs. Wilson, Earl Street  
Mr. & Mrs. Ison, James Street  
Fair Street Antique Shop  
Dr. R. Jondorf  
Heffers  
Dierdre Amsden, Orchard Street  
Mrs. Betty Groenvelt, Orchard Street  
Mrs. Rayner, Earl Street  
Annie Masters, Parkside  
Roger Gawn, Phyllium Rhyd Ltd.  
Donna Hammond, City Road  
Mr. Sutton, Christchurch Street  
Enid Porter, Museum Cottage  
and many other traders, residents and people outside the Kite.

- Generally, we would warn action groups in similar straits against accepting local authority help until they become officially recognised as the voice of the community, as in the Covent Garden Forum.
- Also it is vital for action groups not to become identified with a particular political party, as this impairs the group's credibility.